



Patent Application  
44660-1

APPENDIX: CLEAN VERSION OF AMENDED CLAIMS

a1 1. (Amended) A method comprising the steps of:  
receiving a request initiated by a consumer and transmitted  
over a global communication network to a system, said request  
having a domain name associated with a plurality of domain names  
each of which includes a common domain name element, said domain  
name identifying goods/services without identifying a specific  
provider thereof;  
selecting, responsive to the received request, at least one  
name of at least one provider; and  
forwarding the selected at least one name of the at least one  
provider from said system to said consumer, wherein said consumer  
chooses a provider from the selected at least one provider to  
communicate therewith.

a2 18. (Amended) A system comprising:  
a database for storing information associated with a  
consumer; and  
a server for receiving a request initiated by said consumer  
and transmitted over a global communication network, said request  
including a domain name associated with a plurality of domain names  
each of which includes a common domain name element, said server  
further including:  
a name linking module for selecting, responsive to the  
received request and based upon said information stored in  
the database, at least one name of at least one provider; and  
a controller for forwarding the selected at least one  
name of the at least one provider to said consumer, wherein  
said consumer chooses a provider from the selected at least  
one provider to communicate therewith.

1           25. (Amended) A method for providing a consumer with a  
2 customized web page containing the names of various providers of  
3 goods and services that where selected according to a name linking  
4 policy, said method comprising the steps of:

5           storing, within an intermediary system, information  
6 associated with said consumer;

7           receiving a request initiated by said consumer and  
8 transmitted over a global communication network to said  
9 intermediary system, said request including a domain name  
10 associated with a plurality of domain names each of which includes  
11 a common domain name element;

12           selecting, responsive to the received request and based upon  
13 said information stored in said intermediary system, at least one  
14 name of at least one provider using said name linking policy of  
15 said intermediary system;

16           forwarding the selected at least one name of the at least one  
17 provider within said customized web page to said consumer, wherein  
18 said consumer chooses a provider from the selected at least one  
19 provider to communicate therewith; and

20           operating, within said intermediary system, as an  
21 intermediary between said consumer and said chosen provider.